

PRINCIPLES AND PRACTICES OF SELLING

23.3.1 Introduction

This module unit is intended to equip the trainee with the knowledge, skills and attitudes that will enable him/her to understand and apply selling skills in the process of selling products

23.3.2 General Objectives

By the end of the module unit, the trainee should be able to:

- (a) Understand the basic principles and concepts necessary for carrying out selling activities effectively
- (b) Understand the differences between marketing and selling
- (c) Understand the process of selling
- (d) Appreciate the sales responsibilities
- (e) Understand the development of right traits of a sales person
- (f) Understands the tasks and skills of major accounts in selling
- (g) Appreciate the difference between internal and travelling sale person

23.3.3 Module Unit Summary and Time Allocation

CODE	TOPIC	SUB-TOPIC	THEORY	PRACTICE	TOTAL HOURS
7.1.1	INTRODUCTION TO SELLING	Meaning of selling Evolution of selling Role of selling Types of selling Image of selling as a profession Relationship between selling and marketing	4	2	6
7.1.2	PROCESS OF SELLING	Purpose of selling Process of selling	10		10
7.1.3	SALES DISPLAYS AND DEMONSTRATIONS	Importance of sales displays Importance of demonstrations Techniques of sales displays	15	5	20
7.1.4	SALES RESPONSIBILITY AND PREPARATIONS	Meaning of sales responsibility Sales responsibilities Preparation for sales	10	8	18
7.1.5	PERSONAL SELLING	Meaning of personal selling Constituents of a sales Qualities and personal traits required for success in personal selling Development of the right sales personality	10	8	18
7.1.6	SELLING AND MANAGING MAJOR ACCOUNTS	Meaning of major accounts Tasks and skills of handing major accounts Building relationships with major accounts Selling to major accounts	10	6	16
7.1.7	RELATED AND ON-GOING SALES	Meaning of related and on-going sales How to make related and on-going sales Incentives to buy related items Regular customer discounts	10	6	16

7.1.8	TRAVELLING SALES PERSONELL	Meaning of travelling sales personnel Duties of travelling sales personnel Distinction between internal and travelling sales personnel Challenges of a travelling sales person	15	5	20
7.1.9	SALES SETTING	Sales setting International selling approach Ethical and legal issues in selling	10	6	16
7.1.10	EMERGING TRENDS AND ISSUES	Emerging trends and issues in selling Challenges posed by the emerging trends and issues in selling Ways of coping with challenges posed by emerging trends and issues in selling	2	2	4
	TOTAL				140

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